




# THE SMALL BUSINESS GUIDE TO STRIPE

How to Get Paid Faster and Save More



Practical tips for small brands and exporters  
to simplify payments and improve cash flow



**CaribLink**  
Ledger & Pay

## 1. Get Paid Online in Minutes

One of the biggest barriers for small businesses is **how long it takes to start accepting payments**. Traditionally, you'd need to:

- Apply for a merchant account with your bank.
- Wait days or weeks for approval.
- Deal with complicated paperwork and high setup fees.

Stripe changes all that.

**With Stripe Payment Links, you can start accepting payments in under 10 minutes.**

- No coding.
- No website required.
- Just create a link, share it by email, WhatsApp, or even Instagram DM.

Your customer clicks → enters card details → payment is complete.

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### Example Use Case

**Scenario:** A St Lucian artisan selling handmade goods to buyers in the UK.

- Before Stripe: They'd request a bank transfer, which could take **7–10 days**, cost the buyer £20+ in fees, and often discourage the sale.
  - With Stripe Payment Links: The buyer pays instantly with their card, in pounds. The seller sees the funds in their Stripe dashboard right away and receives a payout in a few days.
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### Why This Matters for Small Businesses

1. **Speed:** You can start selling online the same day you sign up.
  2. **Simplicity:** No need for a developer or e-commerce site.
  3. **Customer Experience:** Buyers prefer card/Apple Pay/Google Pay over clunky bank transfers.
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 **Key Takeaway:** Stripe removes the barriers to selling online. With nothing more than a payment link, you can turn interest into revenue immediately.

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## 2. Lower Fees, Clearer Pricing

One of the most frustrating things for small businesses is the **hidden cost of getting paid**.

- Banks often charge flat fees for international transfers (£20–£35 per wire).
- PayPal charges 4%+ and quietly adds an extra markup when converting currencies.
- Local money transfer services can be even more expensive, taking a percentage on both ends.

These costs eat directly into your profit margin.

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### Stripe's Transparent Pricing

Stripe takes the guesswork out of fees:

- **2.9% + 30p per card transaction** (UK standard).
  - No hidden charges, no surprise deductions.
  - Currency conversion is clear and displayed in your dashboard.
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### Example Cost Comparison

**Scenario:** A Caribbean exporter sells £1,000 worth of goods to a UK buyer.

Method	Fees Charged	Net Received	Notes
Bank Wire	£25 transfer fee	£975	Buyer often pays extra bank fees
PayPal	4% (£40) + FX markup (≈£10)	£950	Hidden currency costs
Stripe	2.9% + 30p (£29.30)	£970.70	Transparent, shown upfront

**Result:** Using Stripe saves **£20–£25 per transaction** compared to PayPal, and avoids the hassle of wire fees. Over 50 sales, that's **£1,000+ saved**.

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### Why This Matters for Small Businesses

1. **Predictable Costs:** You know exactly what you'll pay before the transaction happens.
  2. **Higher Profit Margins:** Keeping an extra 2–3% per sale adds up fast.
  3. **Competitive Edge:** Lower costs mean you can offer better prices or invest back into growth.
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👉 **Key Takeaway:** With Stripe, you keep more of every sale. Transparent fees protect your margins and make planning easier.

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### 3. Faster Access to Your Money

Cash flow is the lifeblood of any small business. You need money **coming in quickly** to pay suppliers, staff, and cover expenses.

But with traditional payment methods, getting your money can feel like waiting forever.

- **Bank wires** can take **5–10 business days**, depending on the country.
- **Cheque payments** can take even longer — plus the risk of bouncing.
- **Some platforms (like PayPal)** hold your funds for weeks if they flag your account.

This delay can cause real strain: dipping into overdrafts, paying extra interest, or missing opportunities to restock and grow.

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#### How Stripe Improves Cash Flow

Stripe is designed to **move money faster**:

- Standard payouts typically arrive in **3–5 business days** for new accounts.
  - Once established, many businesses get **next-day payouts** in the UK and EU.
  - Funds appear in your Stripe dashboard immediately after a sale, so you always know what's coming.
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#### Example Cash Flow Impact

**Scenario:**

- A small exporter sells £5,000 worth of products in one month.
- With a **bank wire system**, they might wait **2 weeks** to see the funds. That's **14 days with no working capital**.
- With **Stripe payouts in 3 days**, they can reinvest in stock almost immediately.

**Benefit:**

Faster access means less reliance on credit cards, overdrafts, or borrowing. Even saving £100/month in bank interest adds up to **£1,200/year** back in your pocket.

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#### Why This Matters for Small Businesses

1. **Stronger Cash Flow:** Faster payouts = money to cover expenses on time.
  2. **Less Stress:** No more chasing payments or worrying when funds will clear.
  3. **Growth-Friendly:** Quick reinvestment in stock or marketing helps you scale faster.
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👉 **Key Takeaway:** Stripe shortens the gap between making a sale and seeing the money, giving your business breathing room and fuel for growth.

#### 4. Automate Invoices & Subscriptions

For many small businesses, getting paid isn't just about making sales — it's about **chasing invoices** and reminding customers to pay. This wastes time and adds stress.

- You email an invoice.
- You wait.
- You follow up days or weeks later.
- Sometimes you still don't get paid.

This cycle slows down your business and keeps your cash flow unpredictable.

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##### How Stripe Automates the Process

- **Stripe Invoicing**
    - Create professional, branded invoices in minutes.
    - Customers pay directly online using card, Apple Pay, or Google Pay.
    - Automated reminders follow up with late payers — no awkward chasing.
  - **Stripe Subscriptions**
    - Perfect for repeat customers or service providers.
    - Set up recurring billing once — Stripe charges automatically every week, month, or year.
    - Customers get receipts automatically; you get predictable revenue.
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##### Example: Service Business

**Scenario:** A Caribbean digital consultant charges £200/month for ongoing support.

- Before Stripe: They manually create and email invoices every month, then chase late payments.
  - With Stripe Subscriptions: Client's card is charged automatically every month.
  - Result: Consultant spends **zero time chasing payments** and enjoys stable, predictable income.
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##### Example: Exporter


**Scenario:** An herbal tea exporter supplies a UK distributor £1,000 worth of product every month.

- Before Stripe: They issue monthly invoices, and sometimes the distributor pays late.
- With Stripe Invoicing + auto-reminders: Distributor gets notified instantly, pays online, and reminders go out automatically if overdue.

- Result: Cash flow is steadier, and the exporter saves hours each month.
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### Why This Matters for Small Businesses

1. **Saves Time:** No more manual invoicing or chasing late payments.
  2. **Predictable Revenue:** Subscriptions bring stability and confidence.
  3. **Professional Image:** Branded, automated invoices make you look more established.
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 **Key Takeaway:** Stripe turns your invoices and recurring payments into a **set-it-and-forget-it system**, so you spend less time chasing and more time growing.

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## 5. Go Global with Multi-Currency

One of the biggest growth opportunities for small businesses is reaching customers **outside their home country**. But many businesses hesitate because:

- Banks make international transfers **slow and expensive**.
  - Customers are put off if they can't pay in their **own currency**.
  - Managing multiple bank accounts for different currencies is confusing and costly.
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### How Stripe Helps You Sell Globally

Stripe supports payments in **135+ currencies**, allowing you to:

- Let customers pay in their **local currency** (e.g., GBP, USD, EUR).
  - Show prices in the customer's own currency, reducing hesitation.
  - Receive payouts in your preferred currency.
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### Example: Caribbean Exporter Selling to UK Buyers

**Scenario:** A small St Lucian seamoss exporter wants to sell to UK customers.

- Without Stripe: Buyers must send international bank transfers, paying £20–£30 fees, often delaying or cancelling the order.
- With Stripe: The buyer pays in **GBP with their card**. Funds show up instantly in the exporter's Stripe account.
- With CaribLink Ledger & Pay: The exporter can choose to receive payouts in **ECD, JMD, BBD, GYD, or USD**.

**Result:** The exporter removes barriers for international buyers while keeping control of how they get paid.

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### Why Multi-Currency Matters

1. **Reach More Customers:** Diaspora buyers abroad prefer paying in their local currency.
  2. **Fewer Abandoned Sales:** Customers are more likely to complete a purchase when they see familiar pricing.
  3. **Simplify Operations:** No need to open multiple foreign bank accounts.
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### Case Study Snapshot

A Caribbean skincare brand added USD and GBP pricing via Stripe. Within three months:

- Online orders grew **40%**.

- Abandoned carts dropped significantly.
- They expanded into a new UK retail partnership.

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👉 **Key Takeaway:** With Stripe, you can sell to the world without borders. Multi-currency payments make it easier for customers to buy and easier for you to grow.

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## 6. Protect Your Business from Fraud

Selling online brings opportunity, but it also brings risk. Fraudulent transactions and chargebacks can **drain your revenue** and damage your reputation.

- A stolen credit card is used to buy from you.
- The real cardholder disputes the charge.
- You lose the money, may lose the product you shipped, and still get hit with a **chargeback fee** (often £15–£20 per case).

For a small business, just a handful of chargebacks can eat away your profits.

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### How Stripe Radar Protects You

Stripe Radar is built into every Stripe account and uses **machine learning** trained on billions of transactions.

- Detects unusual patterns (e.g., wrong country, mismatched details).
- Blocks or flags suspicious payments before they go through.
- Lets you set your own risk rules (e.g., block high-value orders from certain countries).

And the best part? It's included automatically — no extra setup required.

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### Example: Exporter Protection

#### Scenario:

- A Caribbean craft exporter receives a £500 order from a new customer overseas.
- Radar detects unusual behaviour: the card is issued in the US, but the IP address is from another country.
- The payment is flagged for review, preventing shipment before the fraudster gets away with the goods.

**Result:** The exporter avoids losing £500 in product + a £20 chargeback fee.

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### Why Fraud Protection Matters

1. **Saves Money:** Prevents losses from fraudulent transactions and chargebacks.
  2. **Saves Stress:** You don't need to manually review every order.
  3. **Builds Trust:** Customers feel safer when you use secure payment systems.
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### Quick Stat

Stripe Radar blocks **fraud worth billions of dollars each year**. Even the smallest businesses benefit from the same technology used by global giants.

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👉 **Key Takeaway:** Stripe Radar keeps your revenue safe, so you can focus on growth instead of worrying about fraud.

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## 7. How CaribLink Ledger & Pay Makes Stripe Even Better

Stripe is an amazing platform on its own — but when paired with **CaribLink Ledger & Pay**, it becomes even more powerful for small brands and exporters.

Most bookkeeping services don't understand the unique challenges of Caribbean businesses trading with the UK, US, and Europe. That's where we come in.

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### What CaribLink Ledger & Pay Adds on Top of Stripe

#### 1. Multi-Currency Payouts Tailored for the Caribbean

- Stripe settles mainly in GBP, USD, or EUR.
  - With CaribLink Ledger & Pay, you can request payouts in **ECD, JMD, BBD, GYD, or USD**.
  - This saves you time, avoids complicated bank setups, and gives you transparent FX conversion.
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#### 2. Integrated Bookkeeping & Accounting

- Every Stripe payment, fee, and payout is automatically posted into your ledger.
  - Monthly reconciliation ensures your books are clean and audit-ready.
  - No more scrambling at tax season — your records are compliance-ready.
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#### 3. Exporter-Friendly Documentation

- Generate clear payment statements for customs, shipping, and grant/loan applications.
  - Keep a digital paper trail of every transaction.
  - Support for **COA, Certificates of Origin, and shipping costs** in your accounts.
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#### 4. Compliance & Transparency

- CaribLink Ledger & Pay makes sure your payments are fully documented for regulators.
  - Payouts include remittance advice, so you and your suppliers know exactly where funds came from.
  - Tax reporting (VAT/GCT) simplified for both local and international obligations.
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#### Example: A St Lucian Exporter Using Stripe + CaribLink

- Sells £10,000/month to UK customers.
- Customers pay via Stripe in GBP.


- CaribLink Ledger & Pay:
  - Converts and pays them in ECD.
  - Books every transaction into clean financial records.
  - Produces a monthly report showing sales, FX, and net profit.

**Result:** They get paid faster, keep their accounts in order, and present professional financials to investors and banks.

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#### Why This Matters for You

1. **Stripe + Local Knowledge = Real Value.**
  2. **Save Time:** Less admin, more focus on sales.
  3. **Save Money:** Transparent FX + no missed expenses.
  4. **Gain Trust:** Clean records for banks, grants, and buyers.
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 **Key Takeaway:** CaribLink Ledger & Pay turns Stripe from a payment processor into a **complete financial system for small brands and exporters.**

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## 8. Conclusion & Next Step

Running a small business is hard enough — you don't need payments, bookkeeping, and compliance making it harder.

Stripe gives you:

- **Speed:** Accept payments in minutes, not weeks.
- **Transparency:** Clear fees, no hidden surprises.
- **Global Reach:** Sell to customers anywhere in the world.
- **Protection:** Built-in fraud detection that keeps your money safe.

But when you combine Stripe with **CaribLink Ledger & Pay**, you unlock even more:

- **Payouts in your local Caribbean currency** (ECD, JMD, BBD, GYD, USD).
- **Automated bookkeeping** that keeps your accounts clean and compliant.
- **Professional reports** that help you win funding, grants, or new buyers.
- **Peace of mind** knowing your finances are always under control.

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### What to Do Next

1. **Download Your Free Guide (you just did 🎉)**  
You've already taken the first step to making Stripe work for your business.
2. **Book a Free Consultation**  
Let's talk about your business needs and show you how Stripe + CaribLink Ledger & Pay can save you money and simplify your payments.
3. **Join the Waitlist: Stripe Knowledge Hub**  
Get early access to training, live Q&As, and exclusive resources that will teach you how to master Stripe and grow your bottom line.

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👉 **Take control of your payments today.**

📧 Book your free consult at **CaribLink Ledger & Pay** and start getting paid faster.

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